

529 College Savings Day

What's Your Plan?



Saving for college: Families need a plan

As college costs continue to rise, families are facing more financial pressures than ever — and don't know where to turn. That's why we need your help to spread the word about 529 College Savings Day on May 29. It's the time we ask people to tell friends, family, and communities about the easy way to start saving: 529 college savings plans. A 529 college savings plan offers families a tax-advantaged way to start saving now for tomorrow's higher education.*

529 College Savings Day: What's the big deal?

- Saving for college is one of most important things we can do for the students in our lives, whether they're starting kindergarten, in middle or high school, or planning to go back to college.
- Even if you're planning to take courses for career retraining, you can take advantage of a 529 plan for eligible schools.
- May 29 is the day to raise awareness and educate all families around the country: This is the time to make a plan for saving.
- We all need to be involved in making 529 College Savings Day a turning point in our communities. Our country's future depends on an educated workforce.
- All too often, families put off saving for higher education — it just seems so far away. But if they begin early and save little by little, their college savings can potentially add up over time.

Why we need you for 529 College Savings Day

- Family members, friends, and businesses in your community all need you to talk about the importance of starting early to save for higher education.
- If families think they can't save for college, you can inspire them to believe that they can — with a 529 plan.
- No student should have to pass up dreams of college, vocational school, technical school, or graduate school because they can't afford to go.

Did you know...

"The typical bachelor's degree recipient can expect to earn about 61 percent more over a 40-year working life than the typical high school graduate earns over the same period."

Source: The College Board.

* The availability of tax or other benefits may be contingent on meeting other requirements.

529 College Savings Day is for everyone who has a dream of helping others reach their fullest potential.

Help us spread the word — what's your plan?

What's your plan for 529 College Savings Day?

Spread the word — a few simple actions from each of us can help get the message across that we can all save for college:

- **States:** Proclaim May 29 as 529 College Savings Day or ask constituents to make an extra effort to save on that day.
- **School administrators/local education boards:** Sponsor a project of “What I want to be when I grow up” and stress the need for higher education.
- **Parents:** Chair a meeting on 529 plans for your PTA and PTO.
- **Grandparents:** Plan a meeting with your community, religious, or social groups.
- **Employers:** Sponsor a “brown bag” luncheon for your employees about saving for college.
- **Colleges:** Host a seminar or info table at a local high school about saving for college with a 529 plan.
- **Businesses:** Show your support by sponsoring community events, contests, and other branding opportunities.
- **Everybody:** Enroll in a 529 plan.

529 college savings plans — designed to help all families

These tax-advantaged programs were created to help families save for future education expenses. Many are sponsored by a state, though you can enroll in almost any plan regardless of where you live.*

529 plans offer:

- Significant tax advantages for whoever opens the account — parents, grandparents, relatives, or friends
- Affordable minimums
- Control over the account by the account owner
- The flexibility to use assets at any eligible college, graduate school, vocational school, or technical institution
- Gift tax and estate planning benefits
- Professional investment management

Did you know...

“Family income rises with the educational attainment of the householder. In 2008, median family income for those with a bachelor’s degree or more was \$101,099, over twice as high as the \$49,414 median income for those with a high school diploma or GED.”

Source: The College Board.

Why is 529 College Savings Day celebrated on May 29?

It’s simple: May 29 = 5/29 = 529!

* Before investing in any 529 plan, you should consider whether your or the designated beneficiary’s home state offers a 529 plan that provides its taxpayers with state tax and other benefits that are only available through the home state’s 529 plan.